



## Data Analytics

- Descriptive Analytics
- Diagnostic Analytics
- Predictive Analytics
- Prescriptive Analytics

## Data Strategy

- Connecting people, processes and technologies to use or generate strategically relevant data
- Definition of employees needs, that they can use data efficiently
- Definition of core and support processes
- Definition of data storage

## Data Management

- Designing and implementing reliable and scalable data-bases for reports and AdHoc analyses
- Merging internal and external systems (ERP, CRM, ad server, DSP, GTM, time tracking)
- Connecting SQL, Excel, csv and many more sources to dissolve data-silos
- Master data management

## [ LEAN ] BUSINESS PROCESS MANAGEMENT

### Controlling

- Financial Controlling
- Business Controlling
- Client Controlling
- Product Controlling
- Logistic Controlling
- Branch-specific solutions
  - eCommerce
  - Media Agencies (Media/RTB Budget)
  - Service Providers (hourly rate)
  - Whole- and Reseller (advertising subsidies/promotion rebates)

### Reporting

#### PowerBI

- Management Insights
- Client Controlling
- Sales Insights
- Product Insights
- Deep Dive Series

#### Excel

- Directly connected with PowerBI or various data-sources by using PowerQuery
- AdHoc Analyses
- Charts

**PowerBI Showcase  
Sales Performance**

**PowerBI Showcase  
Analytical Insights**

### Budgeting

- Design and implementation of budgeting processes
- Department- and company-wide standardization for data entry
- Comparison and reconciliation of budget-planning for product- and client-based planning

### Planning, Forecasting

- Automatically generated profit and loss calculation and target-actual comparison via PowerBI and/or Excel (MTD, QTD, YTD, PY)
- Design and implementation of planning and forecasting processes based on clients, products and sales area

### Treasury Management

- Based on various data, the possible cashflow will be calculated; used data may be selling data, product costs, freight costs, returning costs (usually percentage on goods sold)
- Client data from a CRM (cash discount), combined with the average payment-duration,
- Possible advertising subsidies, promotion rebates and many more